



Euromonitor
International

HW Cooking Ingredients and Meals in Singapore

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HW Cooking Ingredients and Meals in Singapore - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Health and wellness claims gain traction

INDUSTRY PERFORMANCE

Strong emphasis on elevating health credentials

Natural claim stands out due to status of honey

Vegetarian claim is prominent in sauces, dips, and condiments

WHAT'S NEXT

Stronger focus on transparent health and wellness labelling to drive momentum

The natural claim faces challenges in some categories

Vegetarian claims to remain popular

CATEGORY DATA

Table 1 - Sales of Cooking Ingredients and Meals by Health and Wellness Type: Value 2020-2024

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[Health and Wellness in Singapore - Industry Overview](#)

EXECUTIVE SUMMARY

Strong priority on health and wellness claims

INDUSTRY PERFORMANCE

Growing reliance on health claims to inform product choices

Natural trend is prominent in most categories

WHAT'S NEXT

Sophisticated demands regarding health claims

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/hw-cooking-ingredients-and-meals-in-singapore/report.